

WE CLAIM:

1. An elastomeric, hot melt, pressure-sensitive adhesive film having major surfaces in the X-Y plane and having at least two different material thicknesses in the Z axis, the different material thicknesses resulting in differential tensions when the elastomeric film is stretched.

2. The elastomeric, hot melt, pressure-sensitive adhesive film according to Claim 1 wherein the elastomeric film consists of a first material composition.

3. The elastomeric, hot melt, pressure-sensitive adhesive film according to Claim 1 wherein the elastomeric film comprises a first material composition and a second material composition.

4. The elastomeric, hot melt, pressure-sensitive adhesive film according to Claim 3 wherein the elastomeric film is formed by hot melt coextrusion of the first material composition and the second material composition.

5. The elastomeric, hot melt, pressure-sensitive adhesive film according to Claim 1 wherein the elastomeric film has a cross section through the Z axis with a crenellated profile.

6. The elastomeric, hot melt, pressure-sensitive adhesive film according to Claim 1 wherein the elastomeric film has a raised area curving serpentine through the X-Y plane of the film.

7. The elastomeric, hot melt, pressure-sensitive adhesive film according to Claim 1 wherein the elastomeric film has a cross section through the Z axis with a regular profile formed of unbroken lines.

8. The elastomeric, hot melt, pressure-sensitive adhesive film according to Claim 1 further comprising:

a first facing layer component adhered to a first surface of the elastomeric adhesive film to form a laminate,

the laminate being capable of elongation in a first direction, the laminate having a non-elongated original length in the first direction, the laminate being retractable after elongation to a length substantially equivalent to the original length.

9. The elastomeric, hot melt, pressure-sensitive adhesive according to Claim 8 further comprising:

a second facing layer component adhered to a second surface of the elastomeric adhesive film to form a laminate.

10. The elastomeric, hot melt, pressure-sensitive adhesive film according to Claim 1 wherein the elastomeric adhesive film forms a liquid barrier.

11. An absorbent article incorporating the elastomeric film of Claim 1.

12. An absorbent article incorporating the laminate of Claim 8.

13. A disposable absorbent article having a length and a width defining first and second waist portions and first and second longitudinal marginal portions, the article comprising:

a backsheet layer;

a topsheet layer;

an absorbent structure located between said topsheet layer and the backsheet layer; and

at least one elasticized area comprising an elastomeric adhesive film comprising a hot melt pressure sensitive adhesive elastomeric film having at least two different dimensions in the Z axis, the elasticized area being capable of elongation in a first direction, the elasticized area having a non-elongated original length in the first direction, the elasticized area being retractable after elongation to a length substantially equivalent to the original length and said elasticized area having a cold flow value of less than 20 percent at 54 degrees C.

14. The disposable absorbent article of claim 13 wherein the elasticized area is disposed adjacent a leg opening in said article.

15. The disposable absorbent article according to claim 13 wherein the elasticized area is present in a containment gasket.

16. The disposable absorbent article of claim 13 wherein the elasticized area is disposed in one of the first and second waist portions.

17. The disposable absorbent article of claim 13 wherein adhesives present in the elasticized area consist of said elastomeric adhesive film and wherein elastic elements present in the elasticized area consist of said elastomeric adhesive film.

18. The disposable absorbent article of claim 13 wherein the elastomeric adhesive forms a liquid barrier.

19. A disposable absorbent article having a length and a width defining first and second waist portions and first and second longitudinal marginal portions, the article comprising the following components:

a backsheet layer;

a topsheet layer; and

an absorbent structure located between said topsheet layer and the backsheet layer, the article including at least one elasticized area formed from an elastomeric, hot melt, pressure-sensitive adhesive film having at least two different Z axis dimensions, the elasticized area having a first component and a second component adhered to the elastomeric hot melt pressure-sensitive adhesive film, the elasticized area being elongateable in a first direction, the elasticized area having an original length in the first direction, the elasticized area being retractable

after elongation to a length substantially equivalent to the original length, the elasticized area having the following properties:

- a) an adhesive bond strength sufficient to adhere the first and second components together during use of said disposable absorbent article;
- b) an elongation in at least one portion of the elasticized area of at least 50 percent;
- c) a retractive force in at least a first portion of the elasticized area of less than 400 grams force per inch width at 90 percent elongation and a retractive force in a second portion of the elasticized area greater than the retractive force in the first portion;
- d) a viscosity in at least one portion of the elasticized area of less than 70,000 centipoise at 177 degrees C.; and
- e) a cold flow value in at least one portion of the elasticized area of less than 20 percent at 54 degrees C.

20. The disposable absorbent article according to claim 19 wherein the elastomeric, hot melt, pressure-sensitive adhesive has an adhesive bond strength of at least 100 grams force per inch width.

21. The disposable absorbent article according to claim 19 wherein said elasticized area has an elongation of from 50 percent to 200 percent.

22. The disposable absorbent article according to claim 19 wherein the elasticized area has a retractive force of from about 100 grams force per inch width to about 250 grams force per inch width in the first portion.

23. The disposable absorbent article according to claim 19 wherein the elasticized area has a cold flow value of less than 15 percent at 54 degrees C.

24. The disposable absorbent article according to claim 19 wherein the elasticized area is present in said first and second longitudinal marginal portions.

25. The disposable absorbent article according to claim 19 wherein the elasticized area is present in at least one of said first and second waist portions.

26. The disposable absorbent article according to claim 19 wherein the elasticized area is present in a containment gasket.

27. The disposable absorbent article of claim 19 wherein the elastomeric adhesive forms a liquid barrier.